



Town of Danville

PUBLIC INFORMATION COORDINATOR

DEFINITION

This full-time, regular professional-level position requires an independent, experienced, innovative and creative individual to develop and manage a variety of materials, activities and public relations strategies to enhance the Town's communication with Danville residents, businesses and customers.

SUPERVISION RECEIVED

Works under general supervision of the Assistant Town Manager.

ESSENTIAL JOB DUTIES

Essential duties may include, but are not limited to, the following:

- Develop and monitor the Town's website content to ensure information is relevant and timely
- Provide frequent programmatic and Capital Improvement Program (CIP) project updates of interest to residents through press releases, website updates and other appropriate communication methods
- Coordinate Town media relations efforts; monitor the Town's online presence
- Develop information, educational and outreach materials and activities
- Utilize and coordinate approved social media methods to communicate with residents and customers
- Write/edit Town newsletter and Annual Report content (4 publications/year)
- Assist with preparation and coordination of various periodic and annual Town reports
- Receive project and/or issue direction from Town Manager, as needed
- Provide technical guidance to Town departments regarding working with the media and effective marketing strategies
- Photograph Town programs, events and CIP projects, as needed
- Attend public meetings, as needed
- Serve on Town-wide committees and ad hoc project assignments
- Perform other duties, as assigned
- Perform duties within OSHA standards

QUALIFICATIONS

Knowledge of:

- Correct English usage, spelling, grammar and punctuation
- Modern office methods, procedures, organization and equipment including

automation hardware and software

- Computer skills including applications such as Microsoft Office 2007 and Adobe Photoshop
- Internet skills including use of social media

Ability to:

- Work independently and efficiently
- Communicate effectively both orally and in writing
- Establish and maintain effective working relationships with employees and the public
- Develop project work plans and schedules
- Organize duties and determine priorities in order to meet assigned deadlines
- Photograph action-oriented shots of programs and projects
- Work a flexible schedule, as needed

EXPERIENCE AND EDUCATION

Any combination of experience and education that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience:

Minimum three years of communications, public relations or marketing work

Education:

Minimum two-year community college degree in communications, public relations or marketing; Bachelor's degree preferred

License:

Valid California Drivers License

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